



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
Chief Deputy Director

313 North Figueroa Street, Room 806  
Los Angeles, California 90012  
TEL (213) 240-8117 • FAX (213) 975-1273

[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



**BOARD OF SUPERVISORS**

**Gloria Molina**  
First District

**Mark Ridley-Thomas**  
Second District

**Zev Yaroslavsky**  
Third District

**Don Knabe**  
Fourth District

**Michael D. Antonovich**  
Fifth District

February 9, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*  
Director and Health Officer

SUBJECT: **ANTI-TOBACCO CAMPAIGN IN LOS ANGELES COUNTY**

This is to notify you of an anti-tobacco campaign in Los Angeles County. As part of the Centers for Disease Control's (CDC) national media efforts to promote the harmful effects of tobacco in the local Communities Putting Prevention to Work (CPPW) grantee communities, they are running a campaign entitled "Suffering Every Minute." Developed by New York City's Department of Health and Mental Hygiene, this campaign includes hard-hitting English and Spanish broadcast ads and print ads and will run throughout the media market in Los Angeles County.

The broadcast ads run from January 30 - March 19, 2012. The CDC's media buy team purchased ad placement for local TV and cable programs, which will run primarily in late morning, day time and early evening fringe times.

To complement the broadcast ads, outdoor ads will run from February 13 - April 8, 2012. Outdoor components will include transit shelters, indoor bus and rail car cards, Metro station posters, billboards, and exterior bus and rail cars throughout Los Angeles County.

The broadcast ads are locally tagged to "It's Quitting Time L.A.!" and promote the California Smokers' Helpline (1-800-NO-BUTTS). The outdoor ads promote [www.laquits.com](http://www.laquits.com) only.

Because of the hard-hitting nature of this campaign, we anticipate community feedback. We have developed message points that address the topics shared in the ads (see attached). We have shared these talking points with our counterparts at the California Tobacco Control Program and the California Smokers' Helpline.

If you have any questions or would like additional information, please let me know.

JEF:la:mh

Attachment

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

## Media Identified by CDC as Critical Component of Comprehensive Tobacco Control

- CDC's 2007 Best Practices for Comprehensive Tobacco Control cite counter-marketing as a critical component of tobacco control.
- Tobacco industry spends \$13 billion annually to promote its products.
- Hard hitting ads work. Research shows that evoking strong negative emotions from viewers correlates with having an impact (remembering, taking action, helping) (Beiner, 2002 Tob Control).
- Ads have to be of sufficient intensity (aired often) and duration (aired over several weeks).
- Dose-response relationship exists between exposure and quitting (Mudde, 1999, AJPH, Netherlands).
- Adult focused ads also have an impact on kids (White 2003 Tob Con Australia).
- When media campaigns are cut, adolescent susceptibility increases (MMWR, 4-16-04, Minnesota).

## Tobacco use is the leading cause of preventable death and disease in Los Angeles County.

- Tobacco products are the only consumer products that are hazardous to your health when used as intended.
- In Los Angeles County, nearly 9,000 lives and \$4.3 billion dollars are lost to smoking and smoking-related diseases each year.
- COPD is the 4<sup>th</sup> leading cause of death in the U.S, claiming the lives of more than 120,000 Americans each year.
- Stroke is the 3<sup>rd</sup> leading cause of death in the U.S., claiming the lives of more than 143,000 Americans each year.
- For every person who dies from smoking, 20 more people suffer from at least one serious tobacco-related illness. [CDC]
- Too many grandfathers, grandmothers, moms, dads, aunts, uncles, brothers, and sisters are prematurely dying horrible

**Brand-new media campaign helps  
show Los Angeles County smokers how  
smoking can cause them to be a burden  
on their family members.**

### If you are a smoker, quitting is the single most important thing you can do for your health.

- Quitting smoking has both immediate as well as long-term benefits and improves one's health in general.
- A comprehensive approach including the use of an NRT (patch and/or gum), counseling, and social support, can increase a smoker's chances of quitting successfully.
- Call 1800-NO-BUTTS or visit [LAQuits.com](http://LAQuits.com) today for free help to quit smoking. No strings attached.
- IT'S NEVER TOO LATE (OR EARLY) TO QUIT!
- Quitting will save a pack-a-day smoker \$4,000 each year!
- And it's great to show your family you care about yourself and them when you try and quit smoking.

## LAC DPH to air graphic new anti-smoking commercials to encourage LAC smokers to quit smoking!

- Spots were developed by the New York City Department of Health and Mental Hygiene in 2011 and approved by HHS for use in Los Angeles County.
  - Funded by the CPPW grant
  - English & Spanish [:30 sec]
    - Emphysema
    - Stroke
- Running late January – March 2012 in conjunction with the countywide NRT giveaway.
- LAC residents may be eligible for a free 1-month supply of nicotine patches. LAC smokers can call 1-800-NO-BUTTS or visit [LAQuits.com](http://LAQuits.com) for more information.
- This new campaign highlights stroke and emphysema as detrimental health effects of smoking, while focusing on how victims can become a burden to their family members.
- Graphic ads like these work, even though the realities of smoking are ugly and upsetting.
- TV ads are part of a 360-degree campaign including, Internet, radio, and outdoor (bus shelters, buses & rail cars, billboards) efforts.

**"Suffering Every Minute" Los Angeles County Media Campaign  
30s; English & Spanish**

Produced by New York City Department of Health and Mental Hygiene (2011) and approved  
by HHS for use in the Los Angeles County media market

**Health Effects of Smoking Message Points**

**'Suffering Every Minute' spot summaries:** The spots show smokers the devastating consequences smoking can have on their health. Emphysema and stroke are two smoking-related illnesses that can alter lives forever, causing the victim to suffer every minute of every day and leaving them to rely on family members for care and support.

**What is emphysema?**

- Emphysema is part of a lung disease known as COPD [Chronic Obstructive Pulmonary Disease].<sup>1</sup>
- Emphysema begins with the destruction of air sacs (alveoli) in the lungs where oxygen from the air is exchanged for carbon dioxide in the blood. Damage to the air sacs is irreversible and results in permanent "holes" in the tissues of the lower lungs. As air sacs are destroyed, the lungs are able to transfer less and less oxygen to the bloodstream, causing shortness of breath.<sup>2</sup>

**What is stroke?**

- Stroke is a cardiovascular disease that affects the arteries leading to and within the brain.<sup>3</sup>
- During both types of stroke (ischemic and hemorrhagic), the brain can't get the blood (and oxygen) it needs and can suffer serious damage.<sup>4</sup>

**Does smoking put me at risk for emphysema?**

- Smoking is the major cause of COPD. The poisons in cigarette smoke can weaken the lungs' defense against infections, narrow air passages, cause swelling in air tubes and destroy air sacs.<sup>5</sup>
- About 80-90% of all COPD is caused by cigarette smoking.<sup>6</sup>

**Does smoking put me at risk for stroke?**

- Cigarette smoking is an important risk factor for stroke.<sup>7</sup>
- The risk of ischemic stroke in current smokers is about double that of nonsmokers after adjustment for other risk factors.<sup>8</sup>
- Of all strokes, 87 percent are ischemic, 10 percent are intracerebral hemorrhage, and 3 percent are subarachnoid hemorrhage (GCNKSS, NINDS).<sup>9</sup>
- The use of oral contraceptives combined with cigarette smoking greatly increases stroke risk [among women].<sup>10</sup>

**How common is emphysema?**

- More than 12 million people are currently diagnosed with COPD and an additional 12 million likely have the disease and don't even know it.<sup>11</sup>

**How common is stroke?**

- On average, every 40 seconds someone in the United States has a stroke.<sup>12</sup>
- Stroke is a leading cause of serious, long-term disability in the United States.<sup>13</sup>

**How deadly is emphysema?**

- Female smokers are nearly 13 times as likely to die from COPD as women who have never smoked. Male smokers are nearly 12 times as likely to die from COPD as men who have never smoked.<sup>14</sup>
- COPD is the fourth leading cause of death in the U.S., claiming the lives of more than 120,000 Americans each year.<sup>15</sup>

### How deadly is stroke?

- Stroke is the 3<sup>rd</sup> leading cause of death in the United States.
  - Over 143,000 Americans die each year as a result of stroke.
  - On average, every 3 to 4 minutes someone dies of stroke.<sup>16</sup>

### Will quitting smoking reduce my risk of emphysema?

- There is no cure for emphysema, but it can be treated.<sup>17</sup>
- By quitting smoking now, you can't undo the damage that's already done, but you can protect your lungs from any more damage.<sup>18</sup>

### Will quitting smoking reduce my risk of stroke?

- Quitting smoking will help lower a person's risk of stroke.<sup>19</sup>
- Your stroke risk is reduced to that of a non-smoker 5 to 15 years after quitting.<sup>20</sup>

### It's Never Too Late (Or Too Early) To Quit

- Quitting smoking has immediate as well as long-term benefits, reducing risks for diseases caused by smoking and improving health in general.<sup>21</sup>
- People who stop smoking greatly reduce their risk of dying prematurely. Benefits are greater for people who stop at earlier ages, but cessation is beneficial at all ages.<sup>22</sup>
- According to the 2007 LA County Health Survey, there are approximately 1.1 million residents still smoking in LA County. Of these, 56.7% made a quit attempt in 2007.<sup>23</sup>

<sup>1</sup> Canadian Lung Association. *Disease A-Z: Emphysema*. Retrieved February 3, 2011, from [http://www.lung.ca/diseases-maladies/a-z/emphysema-emphyseme/index\\_e.php](http://www.lung.ca/diseases-maladies/a-z/emphysema-emphyseme/index_e.php)

<sup>2</sup> American Lung Association. *Chronic Obstructive Pulmonary Disease (COPD) Fact Sheet*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/resources/facts-figures/COPD-Fact-Sheet.html>

<sup>3</sup> American Stroke Association. *What is Stroke?* Retrieved February 3, 2011, from [http://www.strokeassociation.org/STROKEORG/AboutStroke/About-Stroke\\_UCM\\_308529\\_SubHomePage.jsp](http://www.strokeassociation.org/STROKEORG/AboutStroke/About-Stroke_UCM_308529_SubHomePage.jsp)

<sup>4</sup> American Stroke Association. *What is Stroke?* Retrieved February 3, 2011, from [http://www.strokeassociation.org/STROKEORG/AboutStroke/About-Stroke\\_UCM\\_308529\\_SubHomePage.jsp](http://www.strokeassociation.org/STROKEORG/AboutStroke/About-Stroke_UCM_308529_SubHomePage.jsp)

<sup>5</sup> American Lung Association. *Understanding COPD*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/about-copd/understanding-copd.html>

<sup>6</sup> American Lung Association. *Understanding COPD*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/about-copd/understanding-copd.html>

<sup>7</sup> American Heart Association. *Stroke Risk Factors*. Retrieved February 3, 2011, from <http://www.americanheart.org/presenter.jhtml?identifier=4716>

<sup>8</sup> American Heart Association. *Heart Disease and Stroke Statistics – 2009 Update*. Dallas, Texas: American Heart Association; 2009. Retrieved February 3, 2011, from <http://www.americanheart.org/downloadable/heart/1240250946756LS-1982%20Heart%20and%20Stroke%20Update.042009.pdf>

<sup>9</sup> American Heart Association. *Heart Disease and Stroke Statistics – 2010 Update*. Dallas, Texas: American Heart Association; 2010; Page 14. Accessed March 8, 2011 at: [http://www.americanheart.org/downloadable/heart/1265665152970DS-3241%20HeartStrokeUpdate\\_2010.pdf](http://www.americanheart.org/downloadable/heart/1265665152970DS-3241%20HeartStrokeUpdate_2010.pdf)

<sup>10</sup> American Heart Association. *Stroke Risk Factors*. Retrieved February 3, 2011, from <http://www.americanheart.org/presenter.jhtml?identifier=4716>

<sup>11</sup> American Lung Association. *Understanding COPD*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/about-copd/understanding-copd.html>

<sup>12</sup> American Heart Association. *Heart Disease and Stroke Statistics – 2009 Update*. Dallas, Texas: American Heart Association; 2009. Retrieved February 3, 2011, from <http://www.americanheart.org/downloadable/heart/1240250946756LS-1982%20Heart%20and%20Stroke%20Update.042009.pdf>

<sup>13</sup> American Heart Association. *Heart Disease and Stroke Statistics – 2009 Update*. Dallas, Texas: American Heart Association; 2009. Retrieved February 3, 2011, from <http://www.americanheart.org/downloadable/heart/1240250946756LS-1982%20Heart%20and%20Stroke%20Update.042009.pdf>

<sup>14</sup> American Lung Association. *Chronic Obstructive Pulmonary Disease (COPD) Fact Sheet*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/resources/facts-figures/COPD-Fact-Sheet.html>

<sup>15</sup> American Lung Association. *Chronic Obstructive Pulmonary Disease (COPD) Fact Sheet*. Retrieved February 3, 2011, from <http://www.lungusa.org/lung-disease/copd/resources/facts-figures/COPD-Fact-Sheet.html>

<sup>16</sup> American Stroke Association. *Impact of Stroke*. Retrieved February 3, 2011, from [http://www.strokeassociation.org/STROKEORG/LifeAfterStroke/FindingSupportYouAreNotAlone/FindaSupportGroup/Impact-of-Stroke\\_UCM\\_310728\\_Article.jsp](http://www.strokeassociation.org/STROKEORG/LifeAfterStroke/FindingSupportYouAreNotAlone/FindaSupportGroup/Impact-of-Stroke_UCM_310728_Article.jsp)

<sup>17</sup> Canadian Lung Association. *COPD Treatment*. Retrieved February 3, 2011, from [http://www.lung.ca/diseases-maladies/copd-mpoc/treatment-traitement/index\\_e.php](http://www.lung.ca/diseases-maladies/copd-mpoc/treatment-traitement/index_e.php)

<sup>18</sup> Canadian Lung Association. *COPD: Treatment*. Retrieved February 3, 2011, from [http://www.lung.ca/diseases-maladies/copd-mpoc/treatment-traitement/index\\_e.php#smoking](http://www.lung.ca/diseases-maladies/copd-mpoc/treatment-traitement/index_e.php#smoking)

<sup>19</sup> Centers for Disease Control and Prevention. *Stroke Prevention*. Retrieved February 3, 2011, from <http://www.cdc.gov/stroke/prevention.htm>

---

<sup>20</sup> Centers for Disease Control and Prevention. *Smoking & Tobacco Use -- Within 20 Minutes of Quitting Poster*. Retrieved February 3, 2011, from [http://www.cdc.gov/tobacco/data\\_statistics/sgr/2004/posters/20mins/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/2004/posters/20mins/index.htm)

<sup>21</sup> Centers for Disease Control and Prevention. *Smoking and Tobacco Use: Benefits of Quitting*. Retrieved February 3, 2011, from [http://www.cdc.gov/tobacco/quit\\_smoking/how\\_to\\_quit/you\\_can\\_quit/benefits/](http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/you_can_quit/benefits/)

<sup>22</sup> Centers for Disease Control and Prevention. *Smoking and Tobacco Use: Health Benefits of Cessation*. Retrieved February 3, 2011, from [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm#benefits](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm#benefits)

<sup>23</sup> 2007 Los Angeles County Health Survey, Office of Health Assessment & Epidemiology, Los Angeles County Department of Public Health. Retrieved January 11, 2012, from <http://publichealth.lacounty.gov/ha/hasurveyintro.htm>